

### Edison Co. President Comments On Colorado River Development

The Southern California Edison Company today is prepared for Colorado river power, according to a statement of Harry J. Bauer, president of the company, outlining the effect of Boulder Dam generated electric energy on the Edison company's operations.

"The potential addition of Boulder Dam power to the electric generating resources of the Edison Company has, in effect, secured the immediate accomplishment of what the ultimate completion of the Colorado river power plants will mean to Southern California, the opening up of new power sources," Mr. Bauer said.

"Our portion of the potential supply of power from the river will take the place on our system of the ample reserve generating capacity which in the interest of growth and continuity of service we have always maintained. It will be many months before the first energy is generated at Boulder Dam, but meanwhile, with this added reserve in prospect, the present surplus capacity of the Edison company becomes immediately available under the most advantageous conditions."

"The Southern California Edison Company has been the electrical backbone of Southern California for almost 40 years, developing during those years 23 hydro-electric generating plants and five steam-electric generating stations, together with the vast network of transmission and distribution lines that serve electric energy to every part of a large and highly developed section of California. The growth of our company's system to its present capacity for unlimited, complete and economical service to its customers has been essential to and coincident with the orderly development of the natural resources and inherent advantages of this western empire."

"During the past ten years the Southern California Edison Company, with the approval of the California railroad commission, has put into effect 11 major rate reductions which amount to a saving to our customers, at the present rate of use of electricity, of more than \$6,000,000 each year. In addition to these major reductions, there have been numerous other reductions and revisions, likewise bringing about material savings to individual consumers, cities, and lighting and irrigation districts."

"The company is justly proud of this record of rate reductions, made in the face of rising costs of virtually every other service. We are also proud of the fact that these rate reductions, voluntary on the part of the company, have been made notwithstanding present tax payments at the rate of more than seven-tenths of a cent for each kilowatt hour sold on our domestic lighting rate. It has always been the policy of this company to pass on to its consumers the benefits and savings obtained through increased operating efficiencies and lowered operating costs. Taxation, of course, is another matter, which, like the amount of rain or snowfall of our watersheds, is an item over which we, unfortunately for our consumers, have no control."

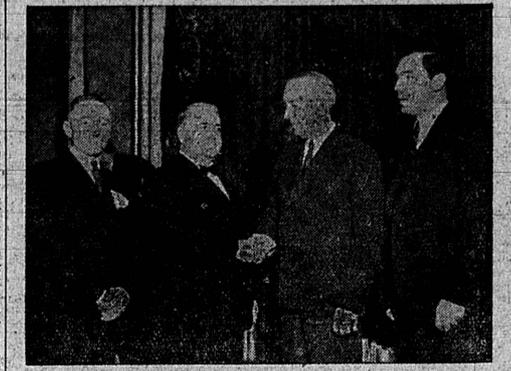
"The Southern California Edison Company is an independent operating company with no holding company connections. The company is owned by 133,000 stockholders, most of whom live here in Southern California. We have throughout our long history maintained the individuality of company identity and have, continuously, made every effort to render fully adequate electrical service efficiently and at the lowest possible cost to our consumers."

### THREE MEN ESCAPE FROM BURNING CAR

Ed Young, L. R. Page and Loni Lisoni, all employees of the National Supply Company, were freed at the Jared Sidney Torrance Memorial hospital Monday for slight injuries sustained when the car in which they were enroute to work was struck on Riverside-Redondo boulevard. The car burned.

### SAFEMWAY STORES EMPLOYEES DEDICATE NEW CLUB ROOMS

Company Cooperates in Providing Death and Disability Insurance for 17,000 Employees



Reading from left to right: Riley W. Doe, international president, Safeway Employees' Association; Mayor Frank L. Shaw, Los Angeles; Ralph Pringle, Southern California division manager, Safeway Stores; C. L. Smith, president, Southern California division, Safeway Employees' Association.

Representing a great forward step in the relationship between employer and employee, the Safeway Employees' Association last week dedicated its new club rooms at 846 South Union avenue, L. A. which henceforth will be social and recreational headquarters for more than 3,000 employees of 800 Safeway stores in the metropolitan area, and members of their families.

Mayor Frank L. Shaw, of Los Angeles, delivered the dedicatory address in which he lauded the employees for their initiative in voluntarily banding themselves together in order to cement their personal friendships along with their business affiliations. He was followed by Riley Doe, president of the International Safeway Employees' Association, who reported a total membership of nearly 17,000 in the organization of its United States and Canada. Later there was an address by C. L. Smith, president of the Southern California division of the organization, another by Ralph Pringle, Southern California division manager for Safeway, by Clarence Dale, personnel manager of the organization, and a laudatory address by Paul Ritter, president of the board of public works of Los Angeles.

One of the guests of honor of the evening was Dick Powell, Warner Brothers motion picture star and radio celebrity, who was so thrilled by the sight of more than 5000 persons in the big auditorium of the new clubrooms that he voluntarily sang several of his favorite songs. Other radio stars who entertained the surprisingly large audience included: Miss Jean Dunne, Owen Crump and the famous comedy team of Swor and Goode of stage and radio fame, all of KFWB, under the direction of Bill Ray, assistant manager of the station.

Previous to the dedication, Safeway officials were hosts to more than 80 newspapermen of Southern California at the Cafe de Paree. Following the ceremonies at the new clubrooms there was dancing with the Safeway Employees' Association orchestra and band furnishing music.

Safeway officials pointed out that the payroll of the company in California last year was \$10,880,000, that 55% of all operating expenses goes to wages, and that Safeway operating expenses in the state for the year were \$19,370,230, with the company making purchases within the state totaling \$46,255,233 during the year. The clubrooms provide a ballroom, a dining room with a seating capacity of 400, a modern kitchen, a stage for plays and motion pictures, a lounging room, game rooms, ping pong room, library, as well as headquarters for the association's 50-piece band, its orchestra, its drum corps, dramatic and glee clubs, its 40 bowling teams, 20 baseball teams and 15 basketball teams.

In establishing these clubrooms the Safeway Employees' Association is the only organization of its kind to enjoy the advantages offered through such a plan, according to C. L. Smith, president of the local organization. The local division, formed two years ago is a branch of the International Employees' Association which has a total membership of nearly 17,000. The local unit has actual assets in Southern California of more than \$37,000.

### UTOPIANS

All Utopians are requested to attend the meeting in Social Hall, at 2171 Torrance boulevard, Monday, January 28, at 7:45 p. m. There will be a special program.

### FERN AVENUE SCHOOL

Only one week more in this semester and a busy one it is. Some boys and girls have a perfect attendance record. Will your child be one next semester?

We have a class of seven boys and girls going to the high school. We send them with the best of hopes that they will make good in their new school life.

Every Friday afternoon the sixth grade has an assembly program. Stamp collecting will be the subject for January 25. The directors are Donald Hitchcock, Charles Steadman and Masashi Ikezoe.

### Mrs. Sarah Forbes Passes Away Thurs.

Mrs. Sarah E. Forbes, age 97, passed away at her home in Redondo Beach, Thursday, January 17, after a brief illness. Mrs. Forbes, in spite of her great age, had been well and in full possession of all her faculties, until the week prior to her death when she suffered a stroke. She had resided in Redondo Beach for 26 years. She leaves two sons, J. E. Forbes, prominent realtor of Redondo Beach, Will D. Forbes, of Paso Robles, and two daughters, Sally Phelps of Hollywood and Laura Forbes, of Los Angeles. Funeral services were held Saturday afternoon with interment at Inglewood Park cemetery.

### GRUBB'S MARKET CHOICE MEATS PHONE 779-TORRANCE IN SAFEMWAY STORE 1929 CARSON ST.

### Banish That "All Gone" Feeling WITH MEAT! Savory, Satisfying, and above all, rich in essential health giving properties. Meat will pep you up—keep you fit to ward off colds. Eat more of it these days.

Now Is The Time To Subscribe to the Torrance Herald!

# SAFEMWAY STORES

## DRIED FRUITS



- WINTER MENUS**  
Special Values All This Week!
- Prunes SUNSWEET TENDERIZED Large Size 2 1-lb. pkgs. 19c Medium Size 16c
  - Sunsweet FACED PRUNES 2-lb. pkgs. 25c HONEY COMB 40-50 1-lb. Prunes pkgs. 13c
  - Apricots SUNSWEET TENDERIZED Medium Size 1-pound package 19c
  - Peaches SUNSWEET TENDERIZED 1-pound package 23c 11-ounce package 15c
  - Raisins SUN MAID SEEDLESS OR PUFFED 2 15-oz. pkgs. 15c HOUSEHOLD SEEDLESS 2-pound bag 13c 4-lb. bag 25c
  - Figs SUNSWEET FANCY PULLED BLACK 1-pound package 23c PULLED CALIFORNIA CALIFORNIA LAYER OR BLACK LAYER 2-pound package 25c CALIFORNIA LAYER CALIFORNIA PULLED OR BLACK LAYER 4-lb. package 10c

### DICK POWELL SAYS "HAPPINESS AHEAD"



There's Happiness Ahead for all who listen to Dick Powell Friday on Campbell Soup hour, who see "Happiness Ahead" opening Saturday at Warner Bros. Hollywood and R. K. O. Hill Street Theatres, and who make Safeway Stores their food headquarters.

### FREE FAMILY CIRCLE! MAGAZINE! ASK THE MANAGER FOR YOUR COPY FRIDAY

Prices Effective Thurs., Fri., Sat. January 24, 25 and 26. In Torrance — Harbor Area

### Fresh Fruits & Vegetables

At Safeway Operated Stands Only.

- Oranges Navel—Large Size, Each 1c
- Potatoes U. S. No. 1 Russets lbs. 17c
- Lettuce Large Crisp Heads 2 for 9c
- Apples California Pippins 5 lbs. 17c

### SAFEMWAY QUALITY MEATS—THE FINEST

Values effective only at Safeway operated markets.

- ROAST TENDER CHUCK of CHOICE BEEF lb. 13c
- Sliced Bacon 29c Swift's—Bulk, Lb.
- Shortening 10c Snowy White, Lb.
- PORK LEGS SHANK or BUTT CUT lb. 18c
- Pork Steaks 15c Center Cut, Each
- Picnic Hams 17 1/2c Hookless, Lb.
- SEA BASS IN PIECE TO BAKE PER LB. 10c

- Plums Libby's De Luxe 2 No. 2 1/2 Cans 25c
- Dates Golden Dromedary 2 pkgs. 25c
- Honey Delgado Clover, 20-oz. 17c
- Salt Plain or Iodized Morton's, 26-oz. 2 pkgs. 15c
- Beets Diced or Sliced Stokely's, No. 2 Can. 10c
- Crackers N. B. C. Snowflakes, 1-lb. 17c
- Nucao Nut Margarine, Lb. 17c
- Jell-Well Or Jiffy Lou 3 pkgs. 14c
- Postum Cereal, 16-oz. Pkg. 22c
- Grape-Nuts 12-oz. Pkg. 16c
- Candy "Cells" Bag G. F. P. Assorted, Pkg. 10c
- Lucerne Milk Lucerne Grade "A", Qt. 10c
- Linit Clothes Starch, 12-oz. Pkg. 9c
- Flour GOLDEN HEART 24 1/2-lb. sack 92c No. 10 bag 42c No. 5 bag 23c
- Corn STOKELY'S FINEST COUNTRY GENTLEMAN 2 No. 2 cans 25c
- Pineapple DEL MONTE SLICED 2 No. 2 1/2 cans 33c
- Cane Sugar CLOTH BAG 10 lbs. 49c
- Bread A-Y SLICED WHITE or WHEAT 16-oz. Loaf 6c WONDER CUT 24-ounce Loaf 12c 16-oz. Loaf 8c
- Ginger Ale PIEDMONT Plus Deposit 3 11-oz. bottle 14c
- Peaches DEL MONTE Sliced or Halves 2 No. 2 1/2 cans 33c
- Pears DEL MONTE BARTLETT 2 No. 2 1/2 cans 37c
- Salmon LIBBY'S FANCY RED ALASKA Tall can 16c
- White King GRANULATED SOAP 40-oz. pkg. 27 1/2c
- Butter in Quarters La France, Lb. 37 1/2c
- Large Eggs Lucerne Extra, Doz. 31c
- Pineapple Juice Libby's, No. 2 Can. 10c
- Tomato Juice 2 for 9c Stokely's, 10-oz.
- Spinach & Bacon 15c Stokely's, No. 2 1/2 Can.
- Baking Powder 10c G-labber Girl, 10-oz. Can.
- Tomato Soup 2 for 15c Campbell's, 10 1/2-oz.
- Beans With Pork Van Camp's 2 16-oz. Cans 11c
- Corn Starch Kingsford, 16-oz. Pkg. 10c
- Old Gold 2 pkgs. 25c Cigarettes.
- Mayonnaise Best Foods, Qt. 43c; Pt. 27c
- Raisin Bran Bread, 16-oz. Loaf. 10c
- Angel Food Chocolate Cake, Each 15c

### Sponge Rubber DOLLS FREE!

Gay Colors New Novel Actual size 7 1/2 in. High

Mail 5 ZEE Tissue Wrappers to Comfort Paper Corporation, San Francisco, California.

5 rolls ZEE 19c

### FREE! SUNBRITE 1 CAN FREE! 3 CANS 13c

Try it OFFER! FEW DAYS ONLY

### FREE! SUNBRITE 1 CAN FREE! 3 CANS 13c

Try it OFFER! FEW DAYS ONLY

## REAL ESTATE AUCTION

Wednesday, January 30, 2 P.M.

24227 Los Codona Street  
Walteria, Calif.

Four-room bungalow, "two big lots," "small farm," "double garage," "chicken equipment," "house partially furnished," "family orchard," "various fruit trees, berries, grapes, roses, shrubs, etc."

Owner leaving, says SELL to highest bidder. Sale on premises, rain or shine

Dean F. Bedelion, auctioneer  
108 W. 6th Street, Los Angeles  
Phone TRinity 6865

## Home Washing Costs More!

Can you do an average family washing, furnishing soap, hot water, starch, etc. For 49c?

WE WILL! ...

IN FACT ... we will beautifully iron all flat pieces, such as sheets, spreads, slips, table cloths, towels, napkins, rags, for ONLY 10c Extra.

Damp Wash Service 16 lbs. 49c

Rough Dry Service 40 Pieces \$1.00 (Includes ironing and mending all flat pieces, mending socks, and starching)

SHIRTS, finished and ready-to-wear 10c Extra

### Torrance Laundry Co.

1713 Border Avenue Phone Torrance 141 TORRANCE